

Message Text

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SUBJECT: PAN AM/LOT SALES ARRANGEMENTS

1. PAN AM DIRECTOR FOR POLAND, I. BOCWINSKI, BRIEFED EMBOFF
LAST WEEK ON THE UNDERSTANDING REACHED BETWEEN PAN AM AND LOT
FOR CALCULATING SALES IN 1977. UNDER THIS UNDERSTANDING, SALES
ON PAN AM BY LOT AND OTHER POLISH ORGANIZATIONS WILL BE
CALCULATED ON THE BASIS OF BILLINGS WHICH PAN AM PRESENTS FOR
COLLECTION. SALES WOULD THEREFORE COUNT UNDER THE \$4.5 MILLION
LEVEL GUARANTEED TO PAN AM FOR 1977 IF THE BILLINGS ARE
PRESENTED IN THAT CALENDAR YEAR. BOCWINSKI SAID HE WOULD
MEET WITH LOT OFFICIALS EACH MONTH TO REVIEW SALES PROGRESS
AND TO DISCUSS ANY DIFFERENCES WHICH MIGHT ARISE. HE BELIEVES
THAT THIS UNDERSTANDING SATISFIES THE REQUIREMENT OF THE BILATERAL
AIR TRANSPORT AGREEMENT THAT THE TWO AIRLINES AGREE BEFORE
JANUARY 1, 1977, ON METHODS FOR CALCULATING SALES UNDER THE
GUARANTEE.

2. BOCWINSKI SAID LOT, ORBIS, AND SPORT TOURIST BEGAN

IN NOVEMBER AND DECEMBER OF THIS YEAR TO SELL ZLOTY
TICKETS ON PAN AM IN THEIR OFFICES IN MAJOR CITIES IN
POLAND. THESE FIRMS WILL CONTINUE TO SELL ON PAN AM IN
1977, WITH SALES SUB-QUOTAS BEING ASSIGNED BY CITY AND BY
OFFICE. BOCWINSKI SAID A COUNTRY-WIDE QUOTA OF 10,200 ONE-
WAY TICKETS ON PAN AM (ROUND-TRIP FARES COUNT AS TWO
TICKETS) HAD BEEN ESTABLISHED FOR 1977. HE SAID THIS
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NUMBER OF ZLOTY PASSENGER SALES, IF REACHED, WOULD

GENERATE ABOUT \$3.4 MILLION IN REVENUES, ACCORDING TO LOT'S CALCULATIONS. THE REMAINDER OF THE GUARANTEE WOULD BE FULFILLED THROUGH CARGO SALES AND SALES ON THE REST OF THE PAN AM NETWORK, ACCORDING TO LOT ESTIMATES GIVEN TO PAN AM.

3. BOCWINSKI SAID AGREEMENT HAD ALSO BEEN REACHED ON JOINT MARKET PROMOTION. PAN AM, LOT, AND ORBIS WOULD EACH PUT UP \$50,000 TO ATTRACT MORE NON-ETHNIC U.S. TRAVELERS TO THE NEW YORK-WARSAW ROUTE.

4. BOCWINSKI SAID THE MINISTRY OF TRANSPORTATION HAD AGREED TO PERMIT AT LEAST ONE PAN AM CHARTER DAILY (WITH THE EXCEPTION OF TUESDAYS) BETWEEN 12:00 PM AND 2:40 PM. PAN AM PLANS TO HAVE OVER 100 CHARTER FLIGHTS TO POLAND IN 1977, WITH 2 OR 3 FLIGHTS SCHEDULED ON SOME DAYS DURING THE SUMMER SEASON. THE MINISTRY MIGHT PERMIT MORE THAN ONE DAILY CHARTER ARRIVAL BUT INDICATED THAT HANDLING LIMITATIONS WOULD MAKE IT IMPOSSIBLE TO DISPATCH MORE THAN ONE OUT-GOING CHARTER FLIGHT IN THE ABOVE HOURS OF HEAVY TRAFFIC, BOCWINSKI SAID. (COMMENT: POLISH AUTHORITIES HAD PREVIOUSLY MAINTAINED THAT AIRPORT CONGESTION DURING THE EARLY AFTERNOON HOURS MADE IT NECESSARY TO SCHEDULE MOST CHARTER ARRIVALS AND DEPARTURES IN THE EVENING, WHICH PAN AM FELT RESULTED IN VERY INCONVENIENT FLIGHT TIME IN THE U.S. PAN AM'S PROPOSED CHARTER FLIGHT SCHEDULE WAS SUBMITTED SEVERAL MONTHS AGO. THE MINISTRY HAS SEVERAL TIMES INDICATED THAT CONGESTION PROBLEMS MAKE IT NECESSARY TO USE A FIRST-APPLIED, FIRST-SERVED CRITERIA IN HANDLING REQUESTS FOR CHARTER CLEARANCES. END COMMENT).
BROWN

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